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Inside Information

8/5/82
United States Department
of Agriculture

Office of Governmental
and Public Affairs

Washington, D.C. 20250

VOLUME 4, NUMBER 15

JULY 19, 1982

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ACE SEES "FUTURE WAVES" IN COMMUNICATIONS

"Future Waves--Setting New Traditions in Communications" was the theme of the 1982 national conference of Agricultural Communicators in Education (ACE), held at Biloxi, Miss., July 4-7.

More than 200 ACE members (and more than 100 others) heard and saw how new communications technology is revolutionizing dissemination of information to the public and exchange of information between communicators.

Ron Larocque, with Infomart of Canada, explained and showed how use of videotex technology is being used successfully in the "Grassroots" program to get information to livestock and grain producers (and others) in western Canada. The program is being tested by the Los Angeles TIMES in California.

Stan Prochaska, with USDA's Office of Governmental & Public Affairs, in Washington, D.C., reviewed and demonstrated use of electronic mail in exchange of information between agricultural communicators, and in news dissemination and news retrieval by USDA's News Center and agency information offices.

Mills Davis, of Davis Inc., Washington, D.C., explained and demonstrated use of computers in preparing graphics for publications and other uses.

A panel of three "futurists"--two stationed in Washington, D.C., and one in New York, N.Y.--via a teleconference link with 20 sites (including Alaska and Canada) discussed the future of communications, particularly as it applies to the agricultural sector and its link with consumers of food and fiber.

Clement Bezold, a political scientist who directs the Institute for Alternative Futures, and Jim Turner, partner in the law firm of Swankin and Turner and who helped found the Center for Study of Responsive Law, made their comments from Washington, while Bill Harvey, publisher/editor of Media Science Newsletter and designer of broadcast reports which enabled ARBitron to become dominant in local broadcasting fields, made his comments from New York.

Larry Quinn, head of USDA's Video-Film Center, arranged the teleconference with help from information staffers in USDA's Extension Service and Mississippi State University. Quinn also moderated the teleconference.

In addition, several advanced skills workshops (writing-editing, publication design, photography, graphics, sound, video production), sessions on information management and research communications, filled the 4-day program.

SAIOSDA PLANS ANNUAL MEET AUG. 8-10

The Southern Association of Information Officers of State Departments of Agriculture will hold its annual conference and workshop at Richmond, Va., on August 8-10.

Ray Schreiner, SAIOSDA secretary-treasurer and information director for the Virginia Department of Agriculture & Consumer Services, will host the meet.

Virginia Commissioner of Agriculture Mason Carbaugh will speak to the group at the opening dinner session, August 8.

In addition to a number of workshop sessions, the state agricultural department communicators will have an opportunity to visit a model farm, the James River waterway, food retail chain warehouse and the world's largest cigarette plant.

Stu Hardy, of the Washington, D.C., office of the National Association of State Departments of Agriculture, also will meet with the attendees.

Larry Marton, with Special Programs Center, USDA's Office of Governmental & Public Affairs, will discuss USDA's "Agriculture in the Classroom" project for state departments of agriculture, land grant universities and others.

HOW TO GET INFORMATION FROM USDA REVISED

A recently revised edition of "How to Get Information" from the U.S. Department of Agriculture has been published and distributed.

The 10-page yellow listing gives names, titles, addresses and telephone numbers of USDA communicators in the Washington, D.C., headquarters, and in a number of agency regional information offices.

To help those outside USDA--and probably inside--decide which agency or office to direct an inquiry or request, a brief explanation of each agency and its programs precedes each group of listings.

The listing is divided into USDA's major agency groupings--economics and statistics services, food and consumer services, international affairs and commodity programs, marketing and inspection services, natural resources and environment, rural and small community development, and science and education.

Anyone not getting a copy of "How to Get Information" within the next week or two, or needing additional copies, may contact Nancy Bevis, Office of Governmental & Public Affairs, Room 402-A, U.S. Department of Agriculture, Washington, DC 20250, or through AGR001 on electronic mail system.

EXTENSION ELECTRONIC NEWSLETTER STARTED

Two issues of the Extension Electronic Information/Communications Newsletter have been issued, joining "Inside Information" and other electronic newsletters.

Ovid Bay, USDA Extension Service information director and editor of the new electronic newsletter, says it will be monthly for a while, with irregular issues as may be appropriate.

The new newsletter is sent electronically through the USDA electronic mail system to land grant university information offices (only two institutions have not yet linked up with the system) for circulation to their information and editorial staffs.

Jerry Paulsen, the AGS system control officer for USDA's science and education agencies, worked with Bay to pioneer the first Extension newsletter for information staffs on the electronic mail network.

Anyone on the electronic mail network who wants to get Bay's newsletter should contact him by sending a message to AGS094.

NEW DIRECTIONS IN PUBLICATION DESIGN

The National Association of Government Communicators and Smithsonian Associates are sponsoring a course during July-August to help anyone involved with publications to keep quality high while keeping costs low.

The series of classes are being given in the Baird Auditorium of the Smithsonian's National Museum of Natural History at 8 p.m. each Tuesday.

The July 20 session, "Typing is not always cheaper," will be conducted by Ken Chaletzky, president of Circle Graphics and president of the Washington Area Typography Association.

On July 27, the question, "How you can have graphics when you can't have bleeds, halftones, color or anything else you want -- and when photographs are best?" will be discussed by Andrew Bornstein, graphic consultant to WASHINGTON DOSSIER and other magazines, and by Carl Herrman, director of communications for the MITRE Corporation and president of the Visual Lunacy Society.

The August 3 class, on "Talking to your printer," will be led by William Barrett, deputy public printer for the U.S. Government Printing Office; Bob Todd, manager of Beacon Press, a D.C. "quick printer;" and Wayne Warner, president of Judd Inc., the holding company for Judd and Detweiler and other large printing plants.

The August 10 session, "Do publications have to be printed? -- A look at the new technology," will be presented by James Bauer, director of CBS' "Venture One" teletext project, and formerly with the New York TIMES.

The final session, August 17, "Doing it on your own," will hear Marguerite Kelly, author of the book, "The Mother's Almanac," and the Parent's Almanac column in the Washington POST, describe how she produced, published and marketed the book on a shoestring.

As a special feature of the course, series participants will be able to submit entries in the NAGC competition for "cost effective publications."

The cost for the series is \$53 for members of NAGC, Smithsonian Associates, Washington Art Directors Club and Federal Design Council, and \$66 for nonmembers. Individual classes are \$10.

For further information about the course and the contest, call NAGC's Linda Busetti between 9 a.m. and 1 p.m. daily at 768-4546, or call Tim Burr at 566-1794.

USER FEES IMPACT ON PUBLICATIONS

Several federal departments and agencies are implementing or considering the implementation of a user fee system to offset the costs of developing and distributing publications to the general public.

USDA is in the final planning stages for an October 1 implementation of a publications user fee system to offset the costs of distribution.

The U.S. Consumer Information Center recently completed a study of the feasibility of assessing a user fee on orders requesting booklets through its "Consumer Information Catalog." The spring 1983 edition of the catalog will launch CIC's user fee program.

Other agencies are considering alternatives to free distribution and the sale of publications through the U.S. Government Printing Office and Commerce Department's National Technical Information Service.

Representatives from USDA, CIC and other key federal agencies will discuss their distribution systems and the anticipated impact of user fees on their publications programs at a meeting on July 28, between 9:30 and 11 a.m.

The meeting, sponsored by the Consumer Education and Information Liaison (CEIL) organization, will be held in Room 5141A of the General Services Administration, at 18th and F Streets, NW, in Washington, D.C.

AG EDUCATION PROGRAM A SUCCESS

A quiz on agriculture is being prepared by Lillie Vincent, Special Programs Center of USDA's Office of Governmental & Public Affairs, for use in connection with a program she helped develop for the General Federation of Women's Clubs.

The program, based on the "Great American Farm" and the "People on the Farm" series of publications, was presented at the international GFWC convention recently to delegates representing the 21,000 GFWC-affiliated clubs.

According to the national GFWC staff, interest in the program was overwhelming, with a planned 20-minute presentation expanded to 1-1/2 hours and requests for materials exceeding expectations.

For additional information about the quiz, contact Vincent in Room 533-A, Special Programs Center, Office of Governmental & Public Affairs, U.S. Department of Agriculture, Washington, DC 20250, or call her at (202) 447-5881.

NEW OFFICERS OF ACE INSTALLED

The 1982-83 national officers and board of directors of the 715-member Agricultural Communicators in Education were announced at the national ACE convention at Biloxi, Miss., July 4-7.

The new president is Ralph Ballew, director of extension information at Mississippi State University.

President-elect is JoAnn Pierce, associate editor (publications) with the University of Florida's Institute of Food & Agricultural Sciences.

Vice president is Larry Quinn, head of the Video-Film Center in USDA's Office of Governmental & Public Affairs.

Secretary-Treasurer and coordinator of the national headquarters office will continue to be Hal Taylor, retired USDA director of public affairs.

The immediate past president is Eldon Fredericks, director of agricultural information and audiovisual production at Purdue University, Indiana.

In addition, five regional directors, an associate members director, and a retired members director serve on the ACE board.

FLORIDA INFORMATION CHANGE TAKES PLACE

Milt Morris, chairman of the editorial department at the University of Florida's Institute of Food & Agricultural Sciences, recently transferred to a new position with IFAS, as director of government relations.

Marshall Breeze was named acting chairman of the editorial department until a new chairman is selected.

Morris previously served as director of the department of public information at the University of Kentucky, and worked for a number of years in agricultural communications at the University of Minnesota.

NOTE FROM THE EDITOR: Once again our apologies for the long delay since the last issue of "Inside Information." Maybe we can counter the summer "dog days" and get back on a regular schedule of publishing "Inside." We appreciate the many calls and notes complaining about not receiving "Inside" recently.

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Any items, comments and inquiries should be addressed to Stan W. Prochaska, Assistant Public Affairs Director, Room 402-A, U.S. Department of Agriculture, Washington, DC 20250, to AGR002 on the Dialcom electronic mail system, or call (202) 447-7454.

